

SUBHAYAN MUKERJEE

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EDUCATION	Ph.D. Communication 2020 (expected) University of Pennsylvania, Philadelphia, PA <i>Advisor:</i> Dr. Sandra González-Bailón <i>Dissertation:</i> News Reading Publics and Audience Fragmentation in a Multi-lingual Political Context: Evidence from Online India (2014-2018)
	M.A. Communication 2017 University of Pennsylvania, Philadelphia, PA
	M.Sc. (Honours) Mathematics 2014 BITS-Pilani, Pilani, Rajasthan, India
	B.E. (Honours) Computer Science 2014 BITS-Pilani, Pilani, Rajasthan, India
PEER-REVIEWED PUBLICATIONS	Mukerjee, S. & Yang, T. (forthcoming in <i>Political Communication</i>) Choosing to Avoid? A Conjoint Experimental Study to Understand Selective Exposure and Avoidance on Facebook. Mukerjee, S. , Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news . <i>Journal of Communication</i> , 68(1), 26-50. Mukerjee, S. (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet . <i>Communication and the Public</i> , 1(3), 356-361. Mukerjee, S. , Jaidka, L., & Lelkes, Y. (<i>under review</i>) The Ideological Landscape of Twitter Elites in America. Mukerjee, S. , Yang, T., Stadler, G. & González-Bailón, S. (<i>under review</i>) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News
BOOK CHAPTER	Mukerjee, S. & González-Bailón, S., (2019) Social Media Data: Quantitative Analysis . In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), <i>SAGE Research Methods Foundations</i>
OTHER PUBLICATIONS	Majó-Vázquez, S., Mukerjee, S. , Ahmed Neyazi T., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections . <i>Reuters Institute for the Study of Journalism Factsheet</i> . Mukerjee, S. & Majó-Vázquez, S. (2019) During the Indian election, news audiences consumed a wide and diverse range of sources . Published in the <i>Nieman Lab blog</i> .

**WORKING
PAPERS**

Mukerjee, S. [News Reading Publics in a Multi-lingual Political Context: Evidence from Online India](#)

**CONFERENCE
PAPERS**

Mukerjee, S., Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., (accepted) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

Mukerjee, S., & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

Mukerjee, S., Jaidka, K., & Lelkes, Y. (accepted) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

Mukerjee, S., & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (Conference canceled)

Mukerjee, S., Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S. (2019) Using Network Science to Understand News Consumption in India. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

Mukerjee, S. (2019) A Theory of Networked News Reading Publics: Evidence from Online India. *The 12th Annual Political Networks Conference*, Duke University, NC

Mukerjee, S., & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

Yang, T., Majó-Vázquez, S., **Mukerjee, S.,** & González-Bailón, S. (2019) Niche News and Peripheral Fragmentation: A Network Percolation Approach to the Analysis of News Consumption. *The 69th Annual Conference of the International Communication Association*, Washington DC

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 4th International Conference on Computational Social Science*, Northwestern University, IL

Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. Poster presented at the *4th International Conference on Computational Social*

Science, Northwestern University, IL

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of audience overlap in the consumption of digital news. *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. Digital News Consumption in India. (2018). *The 11th Annual Political Networks Conference*, George Mason University, VA

Mukerjee, S. & González-Bailón, S. (2018). What Counts as a Weak Tie? A Comparison of the Different Thresholding Techniques for Thresholding Weighted Networks. *The 68th Annual Conference of the International Communication Association*, Prague, Czech Republic

Mukerjee, S., Majó-Vázquez, S., & González-Bailón, S. (2017). Are Audiences Fragmented in How They Consume News Online? *The 67th Annual Conference of the International Communication Association*, CA.

WORKS IN PROGRESS

Mukerjee, S., Jaidka, L., & Lelkes, Yphtach. Echo-Chambers and Affective Polarization: A Twitter field experiment

Mukerjee, S., Yang, J., Kang, D., & Okada, T. Networks of Partisan Social Influence: An Experimental Study of Political Polarization and Participation

WORK EXPERIENCE

Research Fellow Aug 2015 – present
University of Pennsylvania, Philadelphia, PA
Member of the Digital Media, Networks and Political Communication research group.
Member of the Democracy and Information research group.

Research Assistant May 2019 – Jun 2019
University of Oxford, Oxford, UK
Part of a formal collaboration with the Reuters Institute for the Study of Journalism at the University of Oxford on the use of social media during the 2019 Indian election.

Summer Intern Jun 2016 – Aug 2016
Harvard University, Cambridge, MA
Worked with the Digital Finance Initiative project at the Berkman Klein Center and helped develop an index of open-ness for financial firms and platforms. Also curated and assembled all Suspicious Activity Reports (SARs) of the FINCEN and put them in a public accessible repository.

Data Scientist Jun 2014 – Jul 2015
Abzooba Inc., Kolkata, India
Machine Learning engineer, responsible for conceptualizing, building, and deploying predictive analytics solutions for clients in the US health insurance domain.

Software Engineering Intern Jun 2013 – Jun 2014
Bravo Lucy As., Hyderabad, India
Developed the server-side of a predictive analytics product for global retail chains.

Summer Intern Jun 2012 – Jul 2012
Ericsson Global Services, Kolkata, India
Designed and implemented a platform for the company's internal training needs.

TEACHING EXPERIENCE	University of Pennsylvania , Philadelphia, PA	
	Understanding Social Networks (TA and Lab Assistant) Media Industries and Society (TA)	Spring 2017 Spring 2018
AWARDS AND FELLOWSHIPS	Seed Research Funding Summer Institute of Computational Social Science (SICSS) – Chicago (2019-20) (\$1,300)	
	Student Grant for Research Graduate and Professional Student Assembly, University of Pennsylvania (2019)	
	Dissertation Research Fellowship Annenberg School for Communication, University of Pennsylvania (2019-) (\$31,000)	
	Dean's Summer Fellowship Annenberg School for Communication, University of Pennsylvania (2015-2019) (4 x \$4,000)	
	Travel Scholarship National Science Foundation (2018-2019)	
	Travel Scholarship Northwestern University (2018)	
INVITED LECTURES	Human Cooperation Lab Massachusetts Institute of Technology, Cambridge MA	Apr 2020
	Computational Communication Research Seminar University of Wisconsin-Madison, Madison WI	Mar 2020
	Digital Propaganda and Public Opinion Lecture National University of Singapore, Singapore	Mar 2020
	Microsoft Research Seminar Microsoft Research, New York City NY	Jan 2020
	The Center for Social Media and Politics New York University, New York City NY	Jan 2020
	Media Analytics Lecture Business Analytics Course at Praxis Business School, India.	Dec 2018
	Research Methods for a Fragmented Media Environment Graduate Seminar at University of Pennsylvania, Philadelphia PA	Mar 2018
	The Communication Research Experience Undergraduate Seminar at University of Pennsylvania, Philadelphia PA	Nov 2017
RELEVANT COURSEWORK	University of Pennsylvania <i>Theory:</i> Digital News and the Consumption of Information Online; Decoding the Social World; Social and Political Epistemology; Social Psychology of Communication; Public Opinion and Media, Privacy, Surveillance, and Media; Advertising and the Digital Age;	
	<i>Methods:</i> Introduction to Regression and Analysis of Variance; Introduction to Non-	

parametric Methods and Log-Linear Models; Communication Research Methods; Data Visualization for Research; Computational Social Science; Introduction to Network Analysis; Research Methods for a Fragmented Media Environment

BITS-Pilani

Machine Learning; Data Mining; Calculus; Linear Algebra; Operations Research; Probability and Statistics; Optimization; Data Structures and Algorithms

ADDITIONAL TRAINING **Summer Institute in Computational Social Science** Jun 2019
Northwestern University

Network Dynamics of Social Behavior Apr 2018
Online course on Coursera offered by *University of Pennsylvania*

Mediterranean School of Complex Networks Sep 2017
Universitat Rovira i Virgili, Italy

Annenberg Summer Institute in Methods & Statistics Jun 2017
University of Southern California
Scale Construction
Critical Studies of Networked Infrastructure

PROFESSIONAL SERVICE Manuscript Reviewer for *Public Opinion Quarterly* Ad-hoc

Manuscript Reviewer for *Digital Journalism* Ad-hoc

Manuscript Reviewer for *PLOS One* Ad-hoc

Manuscript Reviewer for *International Communication Association* 2016-19
Computational Methods Division, Political Communication Division

Organizing Member, Chicagoland Computational Social Science Happy Hours 2019

Coordinator, DiMeNet research group, University of Pennsylvania 2016-18

Committee Member, Annenberg Graduate Student Symposium Committee 2017-18

Organizing Members, Penn-Rutgers-Princeton Social Epistemology Workshop 2017

Google Student Ambassador, Campus liaison at BITS Pilani 2012-13

Coordinator, Computer Science Association, BITS Pilani 2011-12

Executive Committee Member, Bengali Association, BITS Pilani 2010-11

Member, English Press Club, BITS Pilani 2009-2013

Editorial team member, BITS Pilani annual English magazine 2009-13

SKILLSET **Quantitative Methods:** Network analysis, statistical modeling, machine learning, experimental design, agent-based modeling, causal inference

Programming/Scripting: R (incl. plyr/tidyverse, ggplot), Python (incl. pandas,

numpy, scikit-learn, plotly), SQL, Java, C++, C, L^AT_EX, Git, JavaScript (basic).

REFERENCES

Sandra González-Bailón, D. Phil.

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Yphtach Lelkes, Ph.D.

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Joseph Turow, Ph.D.

Robert Lewis Shayon Professor of Communication

Annenberg School for Communication, University of Pennsylvania

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Michael X. Delli Carpini, Ph.D.

Oscar H. Gandy Professor of Communication and Democracy

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